



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/21 thru 12/27

(prices in dollars per carton)

Fri. Dec 21, 2007

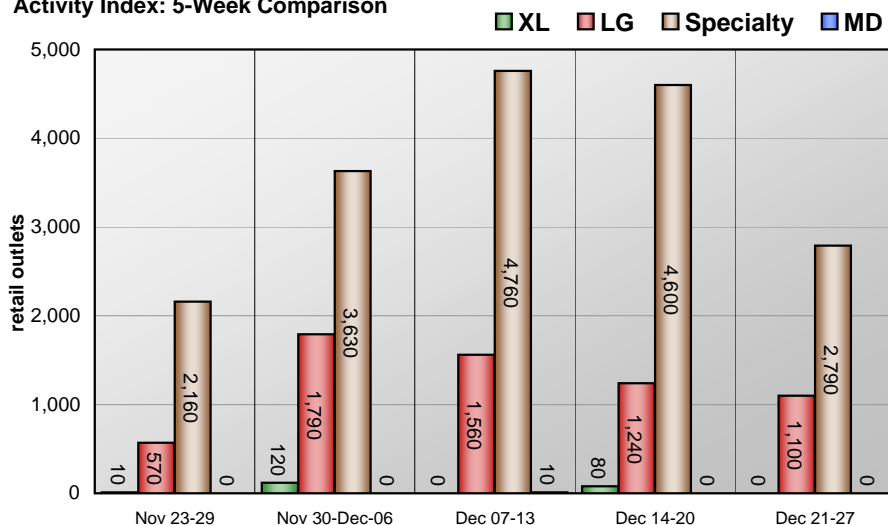
| SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | |
|----------------------------|---------------|------------------------|------|--------|------|------------------------|------|--------|------|------------------------|------|--------|------|
| Feature Rate | | THIS WEEK | | | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | |
| | | 26.7% of 17,000 stores | | | | 46.1% of 17,000 stores | | | | 21.2% of 17,000 stores | | | |
| | | X LARGE | | LARGE | | X LARGE | | LARGE | | X LARGE | | LARGE | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg |
| REGULAR | USDA GRADE AA | | | | | | | | | | | | |
| | White 12 pack | | | 510 | 1.67 | | | 640 | 1.60 | 20 | 1.56 | 280 | 1.19 |
| | White 18 pack | | | 10 | 2.50 | | | 240 | 2.88 | | | 190 | 1.99 |
| | Brown 12 pack | | | | | | | | | | | | |
| | USDA GRADE A | | | | | | | | | | | | |
| | White 12 pack | | | 570 | 1.70 | 80 | 1.54 | 130 | 1.57 | 70 | 1.00 | 1,520 | 0.98 |
| | White 18 pack | | | 10 | 1.88 | | | 230 | 2.48 | | | 600 | 1.64 |
| | Brown 12 pack | | | | | | | | | | | | |
| SPECIALTY | USDA ORGANIC | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | 650 | 3.22 | | | 830 | 3.47 | | | 150 | 3.50 |
| | OMEGA-3 | | | | | | | | | | | | |
| | White 12 pack | 200 | 2.50 | 730 | 2.38 | 220 | 2.25 | 560 | 2.46 | 230 | 2.47 | 470 | 2.22 |
| | Brown 12 pack | | | | | | | 600 | 2.31 | | | 120 | 1.99 |
| | CAGE-FREE | | | | | | | | | | | | |
| | White 12 pack | | | | | | | 400 | 2.25 | | | 70 | 2.12 |
| | Brown 12 pack | 120 | 2.50 | 1,090 | 2.07 | | | 1,990 | 2.26 | | | 830 | 2.31 |

| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------|
| Regular | 1,100 | 1,320 | 2,680 | Large Eggs on |
| Specialty | 2,790 | 4,600 | 1,870 | Dec-17-2007 |
| Total (includes MD) | 3,890 | 5,920 | 4,550 | 448.5 |
| Special Rate 4/: | 13.1% | 17.4% | 10.1% | down 20% |

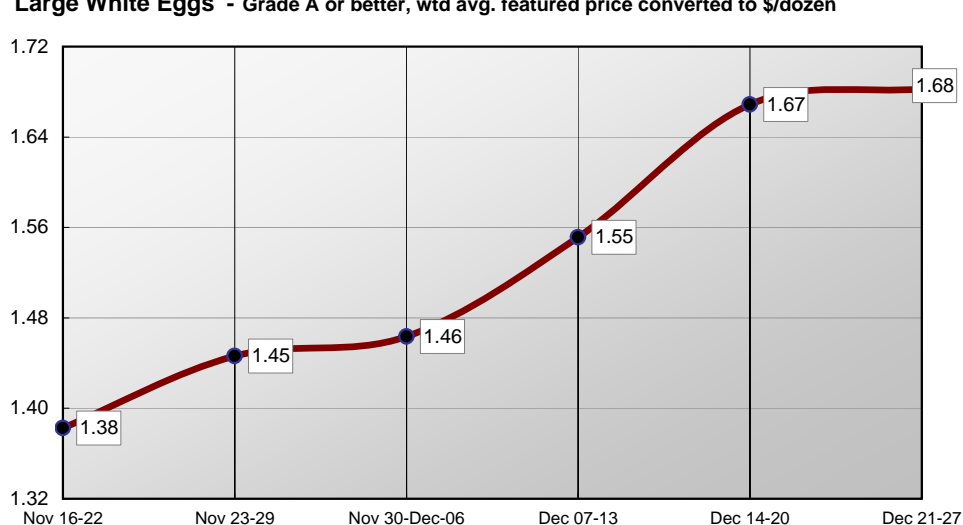
5/: 1,000's of 30-doz cases

| SHELL EGG and EGG PRODUCTS FEATURING | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| <p>The majority of pre-Christmas promotions are on seasonal egg nog. Activity in this sector is 31% higher than last week and 263% more than a year ago. Regular shell egg ads are limited and overall less visible than the previous week and year. The average price of Large white eggs, Grade A or better, to consumers is only 1 cent higher. Medium and Extra Large eggs are nonexistent this cycle. Feature activity on specialty shell eggs is less than last week, but higher than a year ago. Cage free brown eggs are still heavily promoted and remain in the top position. In the Egg products sector, liquid eggs are about unchanged compared to last week, although slightly lower than last year. 14-16 oz. cartons are highly visible. Most activity is in the Northeast region.</p> | | | | | | | | | | |

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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| | | NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | | | | SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | | | | | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | |
|---|---------------|---|--------|--------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|
| 1/ Feature Rate | | 26.5% of 3,800 sampled outlets | | | | | | 8.7% of 4,700 sampled outlets | | | | | | 21.2% of 2,900 sampled outlets | | | | | |
| 2/ Activity Index | | Activity Index = 1,500 (includes Medium) | | | | | | Activity Index = 100 (includes Medium) | | | | | | Activity Index = 680 (includes Medium) | | | | | |
| CLASS | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | | EXTRA LARGE | | | LARGE | | |
| | | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range | Stores | Avg 3/ |
| USDA GRADE AA | White 12 pack | | | | | | | | | | | | | | | | 2.50 | 10 | 2.50 |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.67 | 210 | 1.67 | | | | 1.69 | 10 | 1.69 | | | | 1.29 - 1.69 | 250 | 1.65 |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | 2.88 - 2.99 | 200 | 2.89 |
| | Brown 12 pack | | | | 3.38 | 20 | 3.38 | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | 1.69 - 2.00 | 210 | 1.99 |
| | White 12 pack | 2.50 | 200 | 2.50 | 1.99 - 2.99 | 520 | 2.54 | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | 2.50 | 120 | 2.50 | 1.99 - 2.50 | 430 | 2.14 | | | | 2.00 - 2.49 | 90 | 2.46 | | | | 2.49 | 10 | 2.49 |
| | | SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) | | | | | | SOUTHWEST U.S. (CA,NV) | | | | | | NORTHWEST U.S. (ID,MT,OR,WA,WY) | | | | | |
| 1/ Feature Rate | | 41.3% of 2,700 sampled outlets | | | | | | 36.6% of 1,900 sampled outlets | | | | | | 68.2% of 1,000 sampled outlets | | | | | |
| 2/ Activity Index | | Activity Index = 900 (includes Medium) | | | | | | Activity Index = 300 (includes Medium) | | | | | | Activity Index = 410 (includes Medium) | | | | | |
| USDA GRADE AA | White 12 pack | | | | 0.99 - 1.99 | 190 | 1.08 | | | | 0.99 - 2.49 | 260 | 2.12 | | | | 0.99 - 1.99 | 60 | 1.64 |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| USDA GRADE A | White 12 pack | | | | 1.68 - 2.50 | 100 | 1.88 | | | | | | | | | | | | |
| | White 18 pack | | | | 1.88 | 10 | 1.88 | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | | |
| | | White 30 pack | | | | | | White 30 pack | | | | | | White 30 pack | | | | | |
| S P E C I A L T Y | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 2.88 - 3.49 | 160 | 3.26 | | | | 3.29 | 40 | 3.29 | | | | 2.99 - 3.49 | 230 | 3.46 |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 1.89 - 2.00 | 440 | 1.92 | | | | | | | | | | 1.99 - 2.00 | 120 | 1.99 |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |

Note: See page 1 for explanatory notes.



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| EGG PRODUCTS | THIS WEEK | LAST WEEK | LAST YEAR | NORTHEAST | SOUTHEAST | MIDWEST | SOUTH CENTRAL | SOUTHWEST | NORTHWEST |
|-------------------|---------------|---------------|------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------|
| 1/ Feature Rate | 9.6% | 8.9% | 8.4% | 24.6% of 3,800 sampled | 6.4% of 4,700 sampled | 8.3% of 2,900 sampled | 3.4% of 2,700 sampled | 1.5% of 1,900 sampled | 3.7% of 1,000 sampled |
| 2/ Activity Index | 1,670 | 1,660 | 1,850 | Activity Index = 1,000 | Activity Index = 300 | Activity Index = 240 | Activity Index = 90 | Activity Index = 10 | Activity Index = 3 |
| | Stores Avg 3/ | Stores Avg 3/ | | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores |
| 14-16 oz. crtn | 1,570 2.58 | 1,560 2.52 | 1,460 2.34 | 1.89 - 2.99 910 2.73 | 2.25 - 2.99 300 2.42 | 2.00 - 2.79 240 2.41 | 1.98 - 2.50 90 2.18 | | 2.00 - 2.50 30 |
| 32 oz. crtn | 10 3.97 | 100 3.99 | 300 4.48 | | | | | 3.97 10 3.97 | |
| 3 - 4 oz. cup | | | | | | | | | |
| 2 - 8 oz. cup | 90 2.99 | | 90 2.99 | 2.99 90 2.99 | | | | | |

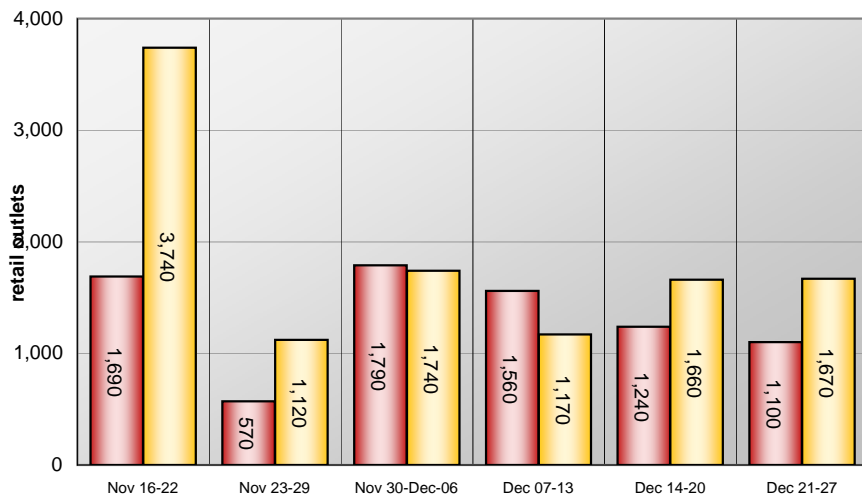
SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

(Non-alcoholic egg nog; this section will run through January 1, 2008)

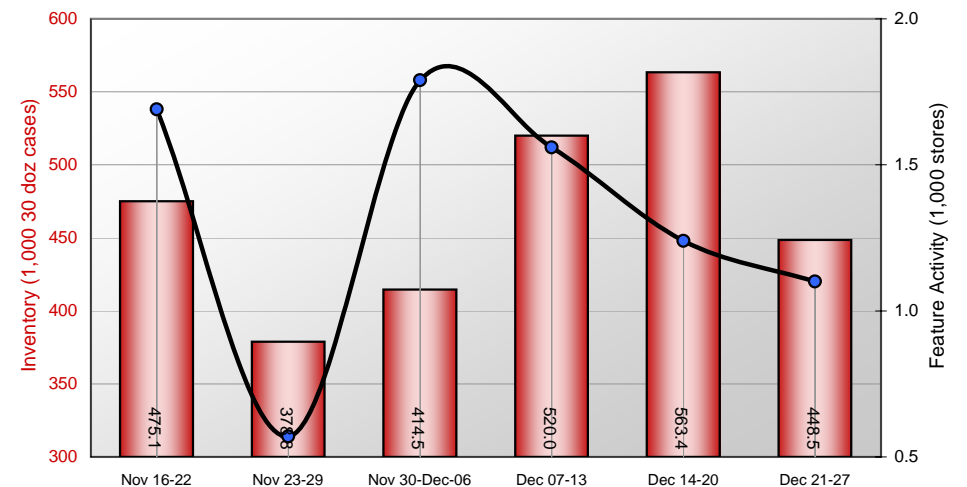
| EGG NOG | THIS WEEK | THIS WEEK | LAST YEAR | NORTHEAST | SOUTHEAST | MIDWEST | SOUTH CENTRAL | SOUTHWEST | NORTHWEST |
|-------------------|---------------|---------------|---------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|------------------------|
| 1/ Feature Rate | 50.0% | 37.4% | 14.1% | 58.2% of 3,900 sampled | 19.2% of 4,700 sampled | 43.2% of 2,800 sampled | 64.1% of 2,700 sampled | 79.4% of 1,900 sampled | 88.5% of 1,000 sampled |
| 2/ Activity Index | 9,880 | 7,530 | 2,720 | Activity Index = 3,060 | Activity Index = 950 | Activity Index = 1,320 | Activity Index = 2,210 | Activity Index = 1,200 | Activity Index = 1,110 |
| | Stores Avg 3/ | Stores Avg 3/ | Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores Avg 3/ | Price Range Stores |
| 32 ounce | 3,200 2.48 | 2,110 2.34 | 1,230 2.34 | 1.29 - 3.99 1,040 2.67 | 1.29 - 3.29 170 2.58 | 1.38 - 2.99 420 1.95 | 0.98 - 3.49 760 2.71 | 1.50 - 3.99 280 1.78 | 1.50 - 3.49 530 |
| 64 ounce | 6,680 3.24 | 5,420 3.35 | 1,490 2.70 | 2.29 - 4.49 2,020 3.61 | 2.29 - 3.99 780 3.13 | 2.48 - 3.99 900 3.05 | 2.66 - 3.99 1,450 3.09 | 2.50 - 3.50 920 3.14 | 2.50 - 3.50 610 |

Shell Egg vs Egg Product Feature Activity

Shell Liquid



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.